

fashion / calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343 / MAR. 11, 1963

1963

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 8, 1963</u>			
Thursday March 7 10:00 A.M. Breakfast	PREVIEW SHOWING OF NEW STORE Pre-opening breakfast and tour of Ohrbach's first store in suburban New York. Official opening at 12:00 Noon. Limousine from East Side Airline Terminal at 9:00 A.M., returning at 1:00 P.M. By invitation. Contact: Robert Kiek at Ruff, Kiek & McAuliffe, MU. 7-6363.	OHRBACH'S(WESTBURY)	OLD COUNTRY ROAD AT ROOSEVELT RACEWAY
Thursday March 7 10:30 A.M. Coffee	PRESS SHOWING OF NEW SHOP Gimbels' showing of fashions from new Young Sophisticates Shop. (For Release, Mon., March 11.) By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR YOUNG SOPHISTICATES
Thursday March 7 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Rosette Pennington will present Spring fashions by Estevez. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ROSETTE PENNINGTON (20 EAST 56TH STREET)	HOTEL PLAZA PERSIAN ROOM
Thursday March 7 3:00 P.M.	CUSTOMER SHOWING: CUSTOM-ORDER FASHIONS Bob Bugnand's customer showing of Spring-Summer fashions, created by him in Paris. By invitation. Contact: Mme. Montefiore, TE. 8-0750.	BOB BUGNAND	19 EAST 62ND STREET SALON
Saturday March 9- March 17	N.Y. COLISEUM ANTIQUES FAIR Half a million antiques from all parts of the world with emphasis on European and American furnishings, displayed by more than 140 dealers. Hours: 1:00-11:00 P.M.; Sundays, 2:00-7:00 P.M. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	N.Y. COLISEUM COLUMBUS CIRCLE
Saturday March 9- March 17	INTERNATIONAL FLOWER SHOW "Gardens Are For Living"--forty-sixth annual flower show. Hours: 1:00-10:00 P.M. Thereafter 10:00 A.M.-10:00 P.M. Last day, 1:00-7:00 P.M. Tickets: \$2.00 (adults); 90¢ (children). Publicity: Abbot M. Geer at E.M. Freystadt, LE. 2-5960.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE

WEEK BEGINNING SUNDAY, MARCH 10, 1963

Sunday March 10 11:15 P.M.- 11:45 P.M.	IMPORT FASHIONS ON TELEVISION "Fashion Is News"--television presentation of Macy's Spring import copies. Repeat show on Friday, March 15, 7:00-7:30 P.M. Special Guest: Robert Morse of "How To Succeed In Business Without Really Trying." Contact: Joe Hanley, OX. 5-4400, Ext. 3078.	MACY'S NEW YORK	WNBC-TV CHANNEL 4
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 11 12:00 Noon	CUSTOMER SHOWING OF IMPORT COPIES Macy's showing of import copies. Open to public. Bruce, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR BROADWAY BUILDING Publicity: Eleanore
Monday March 11	PREVIEW: BEAUTY SALON IN SPRINGFIELD, MASS. Breck will invite the press to preview their new beauty salon, designed by Barbara Dorn, A.I.D.; showing of new hairstyles and introduction of new preparations; also luncheon at Old Storowton Tavern. Transportation will be provided from N.Y.C., and return. By invitation. Contact: Ella M. Riker, Springfield, RE. 9-7251.	JOHN H. BRECK, INC.	115 DWIGHT STREET SPRINGFIELD, MASS.
Monday March 11- March 16	SIXTIETH ANNUAL AMERICAN TOY FAIR About 1500 exhibitors will show at the 1963 Toy Fair, with temporary exhibit at Hotel New Yorker; also permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. Contact: Frank Gavitte, CH. 3-8508.	TOY MANUFACTURERS OF THE U.S.A., INC.	HOTEL NEW YORKER & 1107 BROADWAY
Tuesday March 12 9:30 A.M. Coffee	PREVIEW: LINE-FOR-LINE IMPORT FASHIONS Press preview of Ohrbach's Spring couture line-for-line reproductions of coats, suits, and dresses. (For Release, Wed., March 13.) By invitation. Publicity: Mark Klauser or Jocelyn Brown, OX. 5-4000, Ext. 208.	OHRBACH'S	5TH FLOOR
Cancelled March 12	GEORGES KAPLAN'S FUR FASHIONS DURING LUNCHEON AT THE WALDORF-ASTORIA, 12:30 P.M., HAS BEEN CANCELLED. Publ.: Phyllis Youngheart, PL. 1-0752.		
Beginning Tuesday March 12	FALL SHOWING OF ITALIAN KNITS Continuous daily showings of dresses, two- and three-piece coordinates and costumes, featuring leather trim, made of knit fabrics exclusive with Alberto. Contact: Mike Salzman, OX. 5-1840.	ALBERTO IMPORTS, INC.	1407 BROADWAY SHOWROOM - 12TH FLOOR
Wednesday March 13 9:30 A.M. Breakfast	PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of French and Italian imports and reproductions. (For Release, Thurs., March 14.) By invitation. Publ.: Renee Hall, OX. 5-4500.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Wednesday March 13 11:30 A.M.	SPRING-SUMMER PREVIEW BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. (For Release, Fri., March 15.) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 14 9:00 A.M. and 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "International Couture"--Spring import collection at breakfast and luncheon. Report and Commentary: Russel Carpenter, Vice President--I. Magnin & Co. Co-chmn.: Eugenia Sheppard--"N.Y. Herald Tribune," and Patricia Peterson--"N.Y. Times." Prices: Breakfast--\$6.00, members; \$10.00, guests; Luncheon--\$10.00, members; \$15.00, guests. One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 14 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON "The Look Of The Irish"--showing of Spring fashions by Jerry Silverman, designed by Shannon Rodgers, available at Miss Bergdorf. Decor--Courtesy of Irish International Airlines. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday March 14 12:45 P.M.	CUSTOMER SHOWINGS: IMPORT FASHIONS Customer showings Thurs., March 14 at 12:45 P.M., 5th floor. <u>In Westbury, Mon., March 18 at 12:45 P.M., 2nd floor. In Newark, Wed., March 20 at 12:45 P.M., 2nd floor.</u> Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
March 17	ST. PATRICK'S DAY--Sunday (Parade on Saturday, March 16).		
March 17- March 20	ANNUAL INTERNATIONAL BEAUTY SHOW AT STATLER-HILTON HOTEL. Contact: Joseph Byrne, Managing Director, 16 W.46 Street, PL. 7-9050.		
Beginning Monday March 18	COUNTRY CLUB AND TRANSITION COTTONS Continuous daily showings of Gay Gibson's Transition and Country Club cottons in junior sizes, 5 to 15. Contact: LO. 5-4211.	GAY GIBSON, INC.	1407 BROADWAY SHOWROOM - 3905
Thursday March 21 9:30 A.M. Breakfast	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview for press of Macy's "Made-in-Europe" ready-to-wear collection. (For Release, Fri., March 22.) By invitation. Publicity: Eleanore Bruce, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday March 21 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Summer fashions by Abe & Mort Schrader and Stephan Ltd., available at Miss Bergdorf. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Schrader and Stephan Publicity: Betty Yarmon, LO. 4-9194. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ABE & MORT SCHRADER; STEPHAN LTD.	HOTEL PLAZA TERRACE ROOM
Sunday March 24- March 27	TWELFTH NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to see Summer showings by 27 members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas.	TEXAS FASHION CREATORS ASS'N.	SHERATON DALLAS HOTEL DALLAS, TEXAS
Monday March 25 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR FASHIONS White Stag will present their Fall sportswear collection at a preview for press and buyers. <u>Show at 4:30 P.M.</u> By invitation and admission card only. Contact: Claire De Kupsa or Joni Barth, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Tuesday March 26 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW Galey & Lord's Spring and Summer cottons by leading designers. Press by invitation. Public by reservation, contact: "Banquet Dept.," PL. 5-1000. Publicity--Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	GALEY & LORD	SHERATON EAST HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 26 4:00 P.M.- 7:00 P.M. Champagne	PREVIEW: SPORTSWEAR AND KNITS FOR FALL Preview of sportswear, coordinates, and knits for Fall '63. For press and buyers, by invitation. Contact: Lynn Snithers or Gerry Ahearn, LO. 5-2442. Publicity: Joy Hicks, 611 Mission Street, San Francisco, EXbrook 2-8723.	KORET OF CALIFORNIA (1407 BROADWAY)	TIME & LIFE BUILDING PONTI AUD. - 8TH FLOOR
Thursday March 28 12:30 P.M. Luncheon	CUSTOM-ORDER FASHIONS DURING LUNCHEON Spring-Summer custom-order fashions by Claire Schaffel. Hats--Don Marshall. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	CLAIRE SCHAFFEL (558 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
Beginning Tuesday April 2 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION Showing of Originala's early Fall coat collection. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR By appointment.
Thursday April 4 9:00 A.M. Breakfast	PRESS PREVIEW: NEW MODEL ROOMS Preview of model rooms, designed by Blair Catterton, featuring premiere of "Indigo," a fabric collection by "Everfast," based on museum patterns of the early American period. (For Release, Tues., April 9.) By invitation. Publicity: Lorraine Talent, OR. 9-7800, Ext. 412.	B. ALTMAN & CO.	7TH FLOOR AMERICAN WING
Thursday April 4 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING (Prices and more details in a later issue.) Fall-Winter 1963 fabrics on exhibit, 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL IMPERIAL BALLROOM
Monday April 8 12:30 P.M. Luncheon	MADemoiselle RICCI FASHIONS AT LUNCHEON Lord & Taylor will present their Mademoiselle Ricci collection, for Spring and Summer, designed in Paris by Jules Francois Crahay. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Lord & Taylor contact: Helen Farrell, WI. 7-3300, Ext. 324. Producer and fashion coordinator: Mary Alice Rice, PL. 2-5726.	LORD & TAYLOR	SHERATON-EAST HOTEL BALLROOM
April 9	PASSOVER--begins Tuesday, April 9, at sundown (April 9-16).		
Wednesday April 10 10:30 A.M.	PRESS PREVIEW OF SUMMER SPORTSWEAR Gimbels' preview for the press of their Summer sportswear. By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
April 14	EASTER SUNDAY		
Wednesday April 17 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Lady Manhattan will present their Fall sportswear collection. Show at 4:30 P.M. For press and buyers, by invitation. Commentator and Fashion Coordinator: Phyllis Youngheart, PL. 1-0752. Publicity: Joan King at Daniel & Charles, MU. 6-7288.	LADY MANHATTAN (1407 BROADWAY)	WALL ST. CLUB-PENTHOUSE CHASE MANHATTAN BANK

OPERA...THEATRE...BALLET

- Saturday March 9** **OPENING: "TOVARICH"** **BROADWAY THEATRE, B'WAY & 53RD ST.**
Starring Vivien Leigh and Jean Pierre Aumont in the musical based on the Robert E. Sherwood adaptation of Jacques Deval's play, presented by Abel Farbman and Sylvia Harris. Director: Delbert Mann. Costumes: Motley. Publicity: Richard Maney, CI. 7-4646.
- Monday March 11** **TWENTY-SECOND WEEK: METROPOLITAN OPERA** **MET. OPERA HOUSE, B'WAY & 39TH ST.**
Mon., March 11: Beethoven's "Fidelio." Tues., March 12: Puccini's "Turandot." Wed., March 13: Verdi's "Otello." Thurs., March 14: Bellini's "La Sonnambula." Fri., March 15: Verdi's "Un Ballo in Maschera." Sat. Mat., March 16: Verdi's "La Traviata." Sat. Eve., March 16: Mussorgsky's "Boris Godunov." Publicity: Francis Robinson, PE. 6-1200.
- Tuesday March 12** **FIRST WEEK: N.Y. CITY BALLET** **N.Y. CITY CENTER, 131 W. 55TH STREET**
Tues., March 12: Apollo, Allegro Brillante, Episodes, Symphony in C.
Wed., March 13: Swan Lake, Donizetti Variations, The Cage, La Valse.
Thurs., March 14: Firebird, Four Temperaments, Afternoon of a Faun, Symphony in C. Fri., March 15: Serenade, Agon, Interplay, Stars & Stripes.
Sat. Mat., March 16: Serenade, Firebird, Interplay, Symphony in C.
Sat. Eve., March 16: Creations of the World, Raymonda Variations, Agon, La Valse. Sun. Mat., March 17: Swan Lake, Four Temperaments, Creations of the World, Western Symphony. Sun. Eve., March 17: Donizetti Variations, The Cage, Episodes, Apollo. Publicity: Robert Larkin, CO. 5-4784.
- Tuesday March 12** **OPENING: "TOO TRUE TO BE GOOD"** **54TH ST. THEATRE, 152 W. 54TH ST.**
Starring Lillian Gish, Sir Cedric Hardwicke, Eileen Heckart, Glynis Johns, Ray Middleton, Robert Preston, Cyril Ritchard, David Wayne in a limited engagement of Bernard Shaw's comedy, presented by Paul Vroom, Buff Cobb, and Burry Fredrik. Director: Albert Marre. Costumes: Edith Luytens. Publicity: Howard Atlee Assoc., CI. 5-9125.
- Wednesday March 13** **OPENING: "ENTER LAUGHING"** **HENRY MILLER THEATRE, 124 W. 43RD ST.**
Morton Gilbert will present the play based on Carl Reiner's book, adapted by Joseph Stein, about the hectic events spanning three days in the life of a Bronx delivery boy who enrolls in an acting school; starring Sylvia Sydney, Vivian Blaine, Alan Mowbray, Irving Jacobson, Alan Arkin with Meg Myles, Michael J. Pollard. Director: Gene Saks. Costumes: Ed Wittstein. Publicity: Dorothy Ross, PL. 2-8050.
- Wednesday March 20** **OPENING: "LADY OF THE CAMELIAS"** **WINTER GARDEN, 1634 BROADWAY**
Starring Susan Strassberg with John Stride and Frank Silvera in the adaptation of Alexander Dumas' novel, presented by Norman Twain. Director: Franco Zeffirelli. Costumes: Marcel Escoffier. Publicity: Dorfman Associates, LO. 3-0858.
- Thursday March 21** **OPENING: "MY MOTHER, MY FATHER AND ME"** **PLYMOUTH THEATRE, 236 W. 45TH ST.**
Starring Ruth Gordon, Walter Matthau, Lili Darvas in the play by Lillian Hellman about an unsuccessful business man, his ostentatious wife and immature son, presented by Kermit Bloomgarden. Director: Gower Champion. Costumes: Dorothy K. Jeakins. Publicity: Dick Maney, CI. 7-4646.
- Monday March 25** **OPENING: "HOTSPOT"** **MAJESTIC THEATRE, 245 W. 44TH ST.**
Starring Judy Holiday with Joseph Campanella, Joseph Bova, Arny Freeman, in the play by Jack Weinstock and Willie Gilbert, about the Peace Corps, presented by Robert Fryer and Lawrence Carr. Director: Morton Da Costa. Costumes: Reuben Ter-Arutunian. Publicity: Betty Lee Hunt, EN. 9-7472.

1964

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